Example Methods and Tools
For Outreach and Engagement

Engagement Activities	When could it be most useful?
Community dinners - Host a community dinner at a community space or a local business to discuss a particular topic over a shared meal. Tailor the meal to reflect the cultural preferences and practices of the community members participating. Or, consider a mobile dinner by bringing a food truck to a public space, a youth sporting event, or other activity as a way to talk to residents while coming together around food.	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant
Storytelling or spoken-word - Host an event, or work with a community partner to host an event, focused on storytelling or spoken word poetry. Ask community members to share their stories about specific events, and identify lessons, experiences, and emotions from these stories. Use this as a basis for cultivating community, empathy, and understanding related to what people value in their community.	Step 5: Uncovering Social Resilience Steps 8/9: As part of a Seed Project Future Action Grant
Community panels - Host a panel made up of community experts (community members speaking on behalf of their lived expertise) to discuss a project or a community resilience topic. Include breakout sessions for follow up discussions with participants. Provide panelists and participants with detailed information about the project and time to understand and discuss proposed recommendations. Allow participants to deliver written or verbal feedback directly to relevant decision-makers.	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant
Community workshops - Gather community members to work together around a common purpose/goal. Consider a workshop structure that is non-hierarchical. Identify community members who can support the design and facilitation of the workshop. Provide participants with detailed information about the project, opportunity, or challenge and time to understand and discuss proposed recommendations. Allow participants to deliver written or verbal feedback directly to relevant decision-makers.	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant

Pop-up stand / listening posts - Set up a fun, family-friendly activity in a public space that shares information on a particular topic or project, creates conversation, and gathers community members' ideas and questions. Consider crafts or games that get people talking or envisioning what they would like to see for the future of their community. Ensure that the pop-up designs and activities are relevant to local priorities and needs, and not imposed.	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant Outreach
Focus groups - Host a group discussion with 4-12 individuals centered on the exploration of a specific topic. Consider a variety of approaches and activities (e.g., open-ended questions, group ranking, videos, drawing, mind-mapping) to work through particular ideas. Focus groups are most effective when a skilled moderator can make individuals feel comfortable participating and can adapt to and manage diverse group dynamics.	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant
Community interviews - Meet with community members in-person, by phone, or by online video call to ask questions about their experiences on a particular topic. Consider hosting group interviews with community members who may have shared or complementary experiences. With appropriate permissions, consider compiling interviews into a video for further outreach like this intergenerational interview video project developed through an MVP project in Pelham.	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant
Participating in existing community events - Join a regularly occurring event or meeting at a community-based organization, club or community group, neighborhood association, or other locations where people come together already to listen and learn about ongoing community initiatives or perspectives. Talk with leaders of those groups beforehand about whether it's appropriate to attend, present, or facilitate a discussion about a project or process. Respect and defer to existing leaders and members of the group on how to approach the process.	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant Outreach
Surveys - Disseminate a survey to gather input, feedback, or ideas from community members. To increase accessibility, administer using multiple formats (e.g., digital, paper, and verbal) and offer the survey in multiple languages. Consider creating ways to follow up with participants to	Step 5: Uncovering Social Resilience Step 6: Revisiting Resilience Priorities Step 7: Selecting a Seed Project Steps 8/9: As part of a Seed Project Future Action Grant

share survey results or how the feedback shaped the process or project decisions.	
Data walks - Print data on large posters and station them around a room. Invite participants to move from station to station and read and leave feedback on the posters. In a virtual setting, data walks can be carried out by breaking participants into small groups on virtual meeting platforms and having a facilitator share the poster with the participants on their screen. Use the event as an opportunity to share information, get feedback on initial findings, identify gaps in the data, and ground-truth the findings based on people's lived experience.	Step 5: Uncovering Social Resilience Steps 8/9: As part of a Seed Project Future Action Grant
Participatory mapping - Work with community members to integrate their local knowledge into maps in order to identify issues and opportunities. Text, audio, video, and images can all be used to integrate local knowledge. Structuring conversation around digital, paper, or 3D maps each contain their own set of benefits and drawbacks; consider what might work best for your audience.	Step 5: Uncovering Social Resilience Steps 8/9: As part of a Seed Project Future Action Grant
Participatory neighborhood assessment - Collaborate with relevant community-based organizations and coalitions to conduct a participatory neighborhood assessment. Work with community members to develop assessment techniques such as surveys and informational interviews to identify and solve issues within the neighborhood. Consider partnering with groups that have formal assessment experience (such as a local board or department of public health) so that community members can gain capacity and skills to conduct their own future assessments.	Step 5: Uncovering Social Resilience Steps 8/9: As part of a Seed Project Future Action Grant
Community Liaison model - Hire community leaders from and/or with strong relationships with Environmental Justice or other priority populations to lead outreach within the community and act as intermediaries between the community and the municipality in identifying and advocating for community needs. Make sure to compensate Community Liaisons for their time and expertise, and provide training in topics that support their outreach and role as a liaison.	Future Action Grant Outreach
Photovoice - Provide a prompt to participants and ask them to capture images that respond to that prompt. Have individuals reflect on their images in groups to provide further context on their ideas. Consider access to technology as a potential barrier to participation;	Steps 8/9: As part of a Seed Project Future Action Grant

using disposable cameras is an option if engagement can span multiple days.	
Site visits or walking tours - Schedule a tour at a location or set of locations and integrate opportunities for education, knowledge-sharing, and networking among community members. Consider your audience and their ability to move or stand for long periods of time; offer alternative engagement options (e.g., bus tour) for accessibility.	Steps 8/9: As part of a Seed Project Future Action Grant
Demonstrations and trainings - Identify a skill that would be valuable to a group of people in the community and support community resilience. This could include skills like container gardening, building insulating window inserts to lower heating costs, or Community Emergency Response Team (CERT) training, for example. Host an event to provide a demonstration or training around that skill. Leverage pre-existing resources (e.g., lesson plans, kits, training offered by nonprofit organizations). Offer training in various formats and at different times; consider offering childcare or a training that is kid-friendly.	Steps 8/9: As part of a Seed Project Future Action Grant
Integration with school curriculum - Collaborate with schools, teachers, and after school programs to design curriculum or field trips for students to learn about particular climate resilience topics. Include opportunities for service. Consider cost or transportation as a potentially limiting factor for some students to participate; identify strategies to counter these limitations.	Steps 8/9: As part of a Seed Project Future Action Grant
Plant sales - Partner with local nurseries, greenhouses, and farms to host a community plant sale. Highlight climate resilient plants and pollinators that are appropriate for your community's planting zone in the sale. Feature both edible and non-edible plants at the sale. Consider ways to use the event to hold conversations with community members, build connections, and get their input on needs, priorities, or project ideas.	Steps 8/9: As part of a Seed Project Future Action Grant
Site clean-ups and plantings - Gather community members and organizations to host a site clean-up and/or planting event. A site clean-up may include picking up trash and simple landscaping, such as raking leaves. Consider planting climate-resilient species at the site you are cleaning, if relevant. Added vegetation can help with cooling heat islands, managing stormwater runoff, and purifying air. Consider ways to use the event to present on topics and hold conversations with community members to build connections and get their input on needs,	Steps 8/9: As part of a Seed Project Future Action Grant

priorities, or project ideas.	
Community service events - Organize community service events with community members and organizations. Consider what specific issues members in your community may need assistance in addressing that can also build capacity and create partnerships. This might include hosting a food drive for the local food bank or creating a program to assist neighbors with shoveling snow.	Steps 8/9: As part of a Seed Project Future Action Grant
Temporary public art installations - Engage local artists to create temporary public art installations. This could be through a community space, such as a library, or in a community park, especially if the art is interactive. Public art installations may also include temporary murals or street paintings.	Steps 8/9: As part of a Seed Project Future Action Grant
Youth art - Highlight youth artists in your community. This could be through temporary public art installations, an art contest with a specific community theme, or through the painting or decoration of approved public spaces. Partner with schools and after-school programs to connect with youth artists who may be interested.	Steps 8/9: As part of a Seed Project Future Action Grant
Community festivals and celebrations - Host a community festival or celebration. This could take many forms, including a block party, an agricultural fair, a craft or art fair, or an annual town-wide celebration. Partner with local vendors and restaurants to provide activities and food for attendees.	Steps 8/9: As part of a Seed Project Future Action Grant
Outreach Activities (Getting the word out)	
Direct mailings - Send out direct mailings to all residences and businesses within the city or town (or specific neighborhood) with information on the project, ways to provide feedback, or ways to get involved.	Outreach
Community groups and nonprofits - Collaborate with local groups and community-based organizations who can share information through their networks.	Outreach
Educational signage - Create signs on the project site sharing information on the project, climate resilience benefits, and how to get involved.	Outreach

Door-to-door - Distribute information (fact sheets / flyers / surveys) to residences and businesses within 500 feet of the project location; include a QR code for more information.	Outreach
Posters - Hang posters in local businesses, community centers, or other publicly accessible venues; include a QR code for more information.	Outreach
Local news outlets - Create an ad or notice for local print newspapers or for local radio stations.	Outreach
Social media - Publicize events, information, and links to surveys and polls through social media platforms.	Outreach
Podcasts - Create or participate in a podcast to share context on the project, climate resilience efforts, and community resilience goals.	Outreach
Community networks and local listservs - Collaborate with community leaders and CBOs to distribute digital flyers via neighborhood Facebook groups, WhatsApp group chats, and other listservs.	Outreach
Project website - Create a website that hosts project information and updates, registration for/recordings of relevant meetings and events, surveys and other opportunities to collect feedback.	Outreach
Project hotline / drop-in hours - Set up a Google Voice number and include it on all project materials for community members to call and submit comments verbally. Set up drop-in hours for community members to speak directly to relevant decision makers.	Outreach
Phone tree - Set up a phone tree by designating a set of key callers to reach out to specific people or groups of people in the community via phone. These people then reach out to more people within their networks. Share a phone number for community members to call and hear project updates and submit comment via phone.	Outreach
Backpack mailers - Collaborate with the local school system to send home a "backpack mailer" to students and families.	Outreach